



The latest in kinks: X-rated video games

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Sensing a big payoff, a small army of home video-game manufacturers is working feverishly to bring sex and mayhem to the placid world of Pong and Pac Man.

At least seven companies, all located in California, are designing or manufacturing sex- and violence-related games, according to Barry Jacobs, associate editor of Video Review, a national magazine.

It appears the first game to hit the market will be "Custer's Revenge," in which a lumpy-looking stick figure, wearing only a hat, a bandanna and boots, rapes a naked Indian woman tied to a tree. "Custer's Revenge" is to be released in early November, in time for Christmas giving.

On Thursday, more than 150 feminists and members of New York's American Indian community turned out to protest the official unveiling of "Custer's Revenge" and two other pornographic home video games at the National Music, Sound and Video Show at the Hilton Hotel in Manhattan.

The day before, the manufacturer, American Multiple Industries of Northridge, Calif., threw a party at a Manhattan nightclub to show off its new wares to the press. A spokesman for the company, who asked not to be named, said, "When you see the game, you'll see it's the most ridiculous thing to get upset about. It was intended strictly as a joke."

Doesn't draw laughs

Jacobs, who attended the preview, described the games "as not very erotic because the game console isn't capable of producing a very sophisticated image."

The object of the game is to get Custer from the right side of the screen to the left side, where the woman is tied to the tree, without getting hit more than three times by an arrow or pricked by a cactus. If the player reaches the goal, the woman's legs slide up and the two figures lock. The longer the simulated intercourse lasts, the more points the player scores.

The female smiles. "She is not violated," the company spokesman said. "He does not rip her clothes off. It shows an enjoyable, fun act."

It's not fun for feminists and Indians. They say the game promotes violence against women and minority groups.

"They make women a target to be sexually violated by men," said Robin Quinn, a spokeswoman for Women Against Pornography. "We see 'Custer's Revenge' as the first of a wave of games that promote violence against women. We want to set (American Multiple Industries) up as an example. We want them to know that women will not accept these games."

Rudy Martin, a spokesman for the American Indian Community House, a group that represents Indians in the New York area, said Tuesday, "As American Indians we are vehemently opposed to the exploitative use of our race for the titillation of the public. We see this disgusting video game for what it truly is — a sexist, racist, sadistic expression, the sole purpose of which is to fill the pockets of its creators and promoters."

Lawsuit filed

The suggested retail price for the "Custer's Revenge" cassette is \$49.95, about \$15 more than most home video games. It is designed for use in consoles manufactured by Atari Inc., of Sunnyvale, Calif.

Atari officials could not be reached Tuesday for comment, but a spokesman for American Multiple Industries said the company is being sued by Atari, which reportedly feels the game is inappropriate for family use. He would not discuss details.

Six other companies with pornographic or violent video games in the works were called Tuesday, but only two spokesmen returned phone calls.

Select-A-Tape of Hollywood has a prototype for a game called "X-Man," but the spokesman would give no details other than "It's the adventures of a man on the make."

Wizard Inc. of Los Angeles had plans for a sex-oriented game but changed its mind because "we decided it just wasn't right, it wouldn't sell, and it was just too much aggravation." Instead, "we're making more like an R-rated than an X-rated (game). It's more violence than sex, more like more like (the movie) 'Chainsaw Massacre.' "